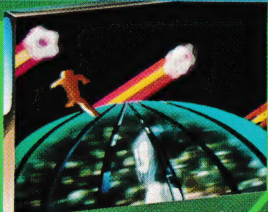
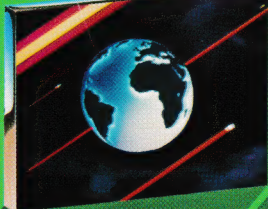
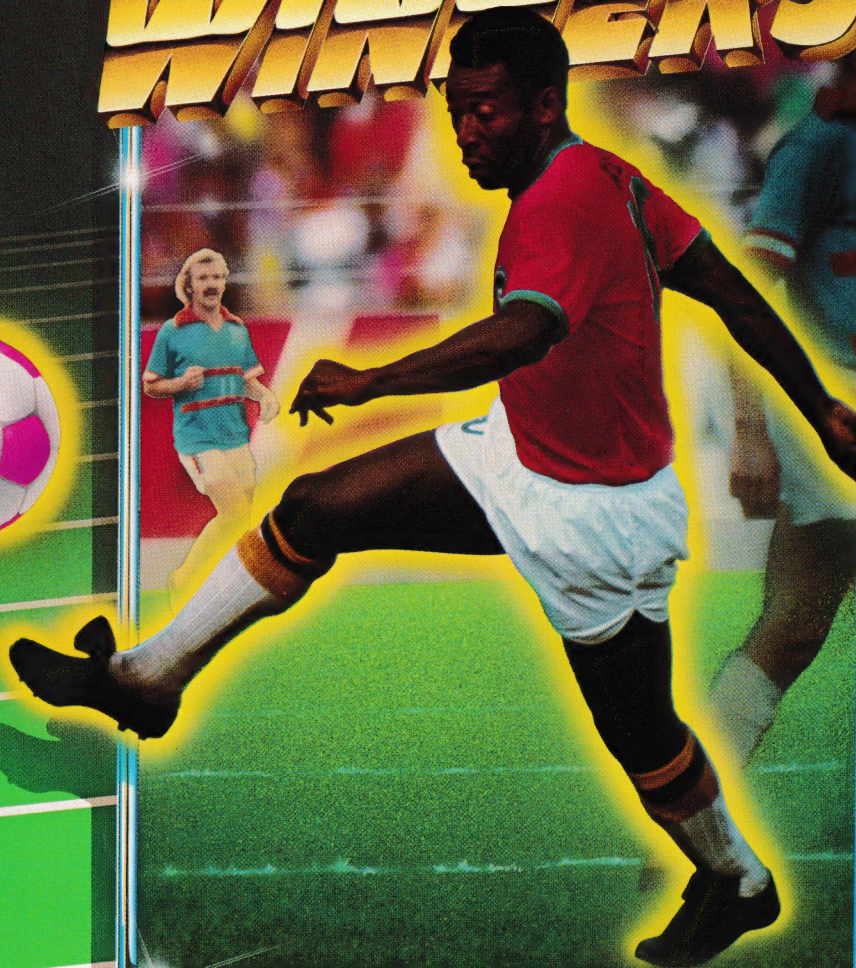


# GO WITH THE WINNERS!

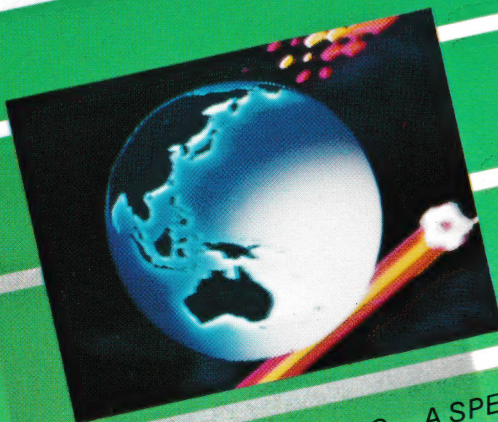


Go with the spectacular IMAGE WEST WORLD CUP '82 On-Air Promotional TV Package, personally endorsed by Pelé. IMAGE WEST, a world leader in electronic animation and special effects, offers a complete package of outstanding animated openings, closings, and promotional tags exclusively designed and produced...for WORLD CUP '82.

*Pelé*



## A large, stylized graphic of the text "World Cup 1982" in a bold, italicized, sans-serif font. The letters are white with a thick black outline and a slight 3D effect. The text is set against a background of diagonal stripes in shades of blue and white.



TO ENABLE YOU TO SEE BEFOREHAND EXACTLY WHAT YOU ARE BUYING...A SPECIAL PRESENTATION TAPE, IN 3/4-INCH CASSETTE FORM, HAS BEEN CREATED, COVERING THE PACKAGE'S BASIC ELEMENTS AND THE MUSIC.

Creators of this trendsetting Sonny King, Senior Design Director. Together, this IMAGE WEST to a wo and impre

Creators of this trendsetting Promotion are: Brian R  
Sonny King, Senior Designer/Director; and Peter K  
Director. Together, this brilliant, award winning tea  
IMAGE WEST to a world leadership position in s  
Their long and impressive list of credits include  
WIDE WORLD OF SPORTS; 1980 and 1981 W  
ABC; 1976 OLYMPICS; NBC SUPER BOWL; 1  
CHAMPIONSHIPS for the Coca-Cola Cup; 1  
NBC; and many more.



**"TO RECEIVE THIS PRESENTATION TAPE, HERE'S ALL YOU DO:**

**PICK UP THE TELEPHONE AND CALL ED MARZOLA & ASSOCIATES AT:  
(213) 469-1961 OR TELEX #194223 VID EFX LSA.**

**REQUEST A COPY OF THE WORLD CUP '82 PRESENTATION TAPE.  
YOUR TAPE WILL BE SENT OUT TO YOU IMMEDIATELY BY AIR EXPRESS."**



**NEVER BEFORE, IN THE HISTORY OF THE WORLD CUP, HAS AN ON-AIR PROMOTIONAL PACKAGE BEEN CREATED TO UNDERSCORE AND HIGHLIGHT THE ENORMOUS PRESTIGE AND GRANDEUR OF THE GAME OF SOCCER.** The WORLD CUP '82 Promotion Package combines, in breathtaking beauty, state-of-the-art animation techniques with magnificent soccer action footage, plus special footage on the Cup itself. Dynamic original music and scoring add flavor, color, and a blue-ribbon touch to this exciting, one-of-a-kind graphics package.

**The WORLD CUP '82 Promotion Package, made available only to broadcasters who carry the WORLD CUP programming, is presented to you on one inch (1") or two inch (2") video tape in any format including: NTSC; PAL; PAL-M, and SECAM.**

The WORLD CUP '82 Promotion Package is offered to you at only a fraction of the cost of its original production...an unprecedented value for you to own at a price you can afford.

**You not only can purchase the basic Package...but, at your request, IMAGE WEST will custom-produce your own logo, animated to be superimposed upon the Promotional Campaign footage!**

oss, Executive Producer;  
oczera, Animator/Technical  
am has helped to elevate  
ports-design packages.  
s: opening titles for ABC's  
ORLD SERIES for NBC and  
981 WORLD YOUTH SOCCER  
980 and 1981 WIMBLEDON for



(Actual frames from "WORLD CUP '82" promo animation.)





FROM

# image west

**SOMETHING SPECIAL FOR '82...**  
a preproduced electronic animation package of more than 460 stunning visual special effects and backgrounds  
...7½ hours on 8 reels of videotape... for your exclusive use in television commercials and program production.  
Developed by IMAGE WEST, the Library already is being successfully used by commercial producers,  
advertising agencies, videotape production houses, and television stations on 4 continents. For more  
information please contact:

**IMAGE WEST**  
Ed Marzola, International Vice President, 839 North Highland Avenue, Hollywood, California 90038  
Tel. (213) 469-1961/(213) 466-4181, Telex 194223 VID EFX LSA

IMAGE WEST Represented By:  
**IMATIQUE VIDEO PRODUCTIONS**  
Paris

**PROTELE**  
Mexico

**VTC**  
Australia

**CONIC TV STUDIOS**  
Hong Kong

